

# CRMT220 Art of Production 2023-24

## Assessment #1 Brief:

### Online Submission of Individual Report (30%)

#### Brief

Individually, you will write a 1500-word (+/- 10%) report that includes:

- An introduction that provides an overview of your project work in terms of the group EP and the track on which you were the production lead.
- An in-depth critical discussion (i.e. focusing on the why rather than how) of two or three production techniques that you have applied to your project with reference to the appropriate context/genre. A range of research sources should be used and referenced using the Harvard in-text referencing system.
- A conclusion reflecting on the success of the finished track.
- An evaluation of the overall project covering strengths, weaknesses, improvements to future projects and areas for further study.
- A references section using the Harvard format (not included in the word count).
- An Appendix or appendices containing additional material (optional, not included in the word count).

#### Submission

Your report must be in .docx or .pdf format and be submitted to the link on Learning Space by the deadline shown on MyFalmouth.

#### Assessment criteria

Marks are awarded as follows:

Percentage	Classification	Description
90-100%	1 <sup>st</sup>	Exceptional
80-89%	1 <sup>st</sup>	Outstanding
70-79%	1 <sup>st</sup>	Excellent
60-69%	2:1	Very good
50-59%	2:2	Good
40-49%	3 <sup>rd</sup>	Satisfactory
30-39%	Fail	Poor
1-29%	Fail	Very poor

The table below shows how each learning outcome is assessed:

#	Learning Outcome	Assessment Criteria	Detail
2	<b>Critical Thinking</b> Think critically about concepts, contexts and practice, evaluating these through scholarship, and/or self-reflection.	Demonstrate a clear rationale for the artistic and technical decisions you have made in the development of your project.	Effective overview of the project provided in the introduction and conclusion. Selection of appropriate research materials. Suitable analytical depth in the discussion and evaluation.
4	<b>Professionalism</b> Demonstrate the application of industry standards and recognized external arbiters of best practice within your discipline, including appropriate project management.	Demonstrate an awareness of best practice, as benchmarked against industry standards, in the technical and artistic skills needed to deliver your project.	High-level of presentation including titles, subtitles, text size and spacing, use of diagrams. Written in a suitable academic, authoritative tone. High standard of written English (adjustments may be made if you have an ILP).
5	<b>Research</b> Produce informed work through the use of appropriate research methods.	Demonstrate the technical and artistic research undertaken in the development of your project.	Use of multiple and varied sources to inform your work. Discusses appropriate genre-based contexts. Correct use of the Harvard system in for in-text referencing and references section.

## Feedback

Summative written feedback will be uploaded to the Learning Space and will form the basis of your feedback tutorial at the end of the module.

You will also receive formative feedback on your work in progress during the module.